

## Direct access to TechTarget's audience and intent insight to boost your marketing and pipeline

### There are two main challenges hampering effective B2B marketing today:

- Lack of timely insight into the accounts researching purchases in your solution space
- Lack of timely access to the actual qualified prospects who are conducting the research

These two challenges are not about the effectiveness of inbound or outbound marketing efforts; they're about making sure you have early insight into who you should be targeting, what they care about, and what your message should be. Priority Engine™ helps you solve both of these challenges, providing you with continuous insight into intent and a continuous access to active, named prospects in real time as they research and download content relevant to your specific solution category. This insight helps you create a stronger and more effective messaging, promotion and nurturing strategy that drives faster deal velocity, stronger conversion rates and expanded pipeline opportunity.

### Target companies that are in search of your solution with a tool that gives you access to all account-level activity intelligence. TechTarget's Priority Engine:

- Automatically delivers a high volume of qualified prospects in your market at a low cost-per-contact, refreshed weekly
- Improves the results of any digital marketing effort, Account-Based Marketing campaign or nurturing program
- Identifies the hottest accounts in your market and measures your content marketing influence on them simultaneously

Priority Engine is making it easy for marketers to use an intelligent insight and marketing analytics tool. This allows you to find more prospects, segment, and target active accounts – optimize outreach to drive measurable marketing and sales success.

### Insight that powers Priority Engine™

74% of B2B research starts with search



275,000 IT articles delivers more 1st page Google results than any other B2B publisher<sup>1</sup>

96% organic traffic leads active buyers to 140+ sites



Observed purchase intent around 5,000+ technology topics

Giving you the power to reach contacts for your marketing initiatives



**Priority Engine™**

## What makes Priority Engine's cutting edge technology unique?

- Accuracy: monitoring more than 5,000 topics and available in 300 segments, Priority Engine delivers unparalleled granularity on B2B technology and business solution research
- Exclusive intent insight sourced from 140+ proprietary websites, not available through any other source
- Comprehensive installed technology data delivered via direct HG Data integration
- Integrated DiscoverOrg Recommended Contacts hand-selected by Priority Engine based on relevant job titles and/or seniority within related business or technology departments
- Not inferred, not predicted – true observed pre-purchase account behavior



## Qualified prospects at your fingertips, with analytics tools to make any marketing program better:

### Priority Engine Features:

Easy-to-use service requires no software installation

High volume of quality contacts with purchase intent in your market and geo, including integrated DiscoverOrg contacts hand-selected by job title and seniority

Integration with leading marketing automation systems and Salesforce empowers sales and marketing seamlessly in your established workflows

Target Profile capability automates strategic use of 13 dynamic filtering options to target accounts based on activity and firmographics

Custom List uploads allow you to target the active contacts from your key accounts

Direct integration with HG Data's exclusive vendor and product install information across 15 technology categories

### Benefits to You:

The Priority Engine web portal fits simply into your existing workflow and marketing technology stack

Automatically export thousands of active prospects scales up your ability to fill the top of your funnel

Sales and nurturing strategies are enhanced with weekly feeds from Priority Engine to your MarTech stack

Fuel your existing differentiated marketing efforts, including ABM, event or webinar recruitment, industry specific outreach and more

Know which accounts and individuals are currently researching – by matching named accounts, ABM target accounts or your website visitors

Filter accounts by competitive product installs, identify and message current and at-risk customers and enhance ABM account intelligence

To learn more, email us at [PriorityEngine@techtarget.com](mailto:PriorityEngine@techtarget.com) or contact your TechTarget sales representative today

### About TechTarget

TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies.